



WPTV

ORDER

Print Date 10/23/12

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Flight Dates **10/23/12-10/26/12**

Contract / Revision **315397 /**

Original Date / Revision
10/19/12 10/22/12

Advertiser **FDP - 3 Pack Abruzzo, Sach**

Agency **Davis Group (The)**

Buying Contact

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Product

FDP - Q4 GE TV

Agency Com 15%

Billing Contact **Pam Newby**

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1377**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 100% Market Value 37775

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	36	\$32,108.75	\$37,775.00	0.00
Totals	36	\$32,108.75	\$37,775.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/26/12	36	\$32,108.75	\$37,775.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/24/12	10/25/12	M-F 5-6a M-F 5-6a	CM	5-6a	-- WT---	:30	2	\$500.00	FX	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- WT---					2	\$500.00		0.00			
N 2	WPTV	10/23/12	10/26/12	M-F 6-7a M-F 6-7a	CM	6-7a	- 1111--	:30	4	\$1,200.00	FX	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- 1111--					4	\$1,200.00		0.00			
N 3	WPTV	10/23/12	10/25/12	M-F 7-9a M-F 7-9a	CM	7-9a	- 111---	:30	3	\$1,500.00	FX	0.00	NM	3	\$4,500.00



WPTV

Print Date: 10/23/12

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Contract / Revision **315397** Flight Dates **10/23/12-10/26/12**

Hiatus Dates

Original Date / Revision 10/19/12/ 10/22/12

Order Sep 00:20:00

Advertiser **FDP - 3 Pack Abruzzo, Saci** Product **FDP - Q4 GE TV**

Estimate # **1377**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	10/23/12	10/25/12	M-F 7-9a M-F 7-9a	CM	7-9a	- 111 - - -	:30	3	\$1,500.00	FX	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- 111 - - -					3	\$1,500.00		0.00			
N 4	WPTV	10/23/12	10/26/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	- 1111 - -	:30	4	\$500.00	FX	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- 1111 - -					4	\$500.00		0.00			
N 5	WPTV	10/23/12	10/25/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	- 111 - - -	:30	3	\$725.00	FX	0.00	NM	3	\$2,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- 111 - - -					3	\$725.00		0.00			
N 6	WPTV	10/23/12	10/26/12	M-F 6-630p M-F 6-630p	CM	6-630p	- 1111 - -	:30	4	\$1,800.00	FX	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- 1111 - -					4	\$1,800.00		0.00			
N 7	WPTV	10/23/12	10/25/12	M-F 7-730p M-F 7-730p	CM	7-730p	- 1 - 1 - - -	:30	2	\$950.00	FX	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- 1 - 1 - - -					2	\$950.00		0.00			
N 8	WPTV	10/24/12	10/26/12	M-F 730-8p M-F 730-8p	CM	730-8p	- - 1 - 1 - -	:30	2	\$950.00	FX	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- - 1 - 1 - -					2	\$950.00		0.00			
N 9	WPTV	10/23/12	10/26/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	- 1111 - -	:30	4	\$1,400.00	FX	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- 1111 - -					4	\$1,400.00		0.00			
N 10	WPTV	10/23/12	10/26/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	- 1111 - -	:30	4	\$575.00	FX	0.00	NM	4	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- 1111 - -					4	\$575.00		0.00			
N 11	WPTV	10/23/12	10/23/12	Tuesday Prime C PARENTHOOD	CM	10-11p	- T - - - - -	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- T - - - - -					1	\$2,500.00		0.00			
N 12	WPTV	10/26/12	10/26/12	Friday Prime B GRIMM	CM	9-10p	- - - - F - -	:30	1	\$1,450.00	FX	0.00	NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- - - - F - -					1	\$1,450.00		0.00			
N 16	WPTV	10/23/12	10/26/12	M-F 11-12n M-F 11-12n	CM	11a-12p	- TWTF - -	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					1	\$350.00		0.00			
N 17	WPTV	10/23/12	10/26/12	M-F 430-5a M-F 430-5a	CM	430-5a	- TWTF - -	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					1	\$100.00		0.00			
Totals													36	\$37,775.00	